



United Nations
Educational, Scientific and
Cultural Organization
联合国教育、
科学及文化组织

UNESCO Beijing Office

Cluster Office to the Democratic People's Republic of Korea, Japan, Mongolia,
People's Republic of China and Republic of Korea

联合国教科文组织驻华代表处

驻朝鲜民主主义人民共和国、日本国、蒙古国、中华人民共和国、大韩民国代表处

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14 March 2018

Dear Secretary-General,

I am pleased to inform you that the UNESCO Beijing Office and the China National Commission for UNESCO, in collaboration with the Chinese Municipalities of Changsha and Nanjing are co-organizing a second edition of the International Youth Forum on Creativity and Heritage along the Silk Roads, 21-27 May, 2018 (IYF2).

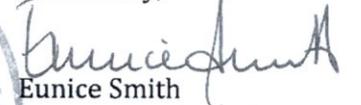
Building on the successes of the first International Youth Forum held in 2017, IYF2 will provide 80 participants from China and Silk Roads countries in Africa, Arab States, Asia and the Pacific, and Europe with an opportunity to discuss the themes of "Advancing Creativity for Development" and "Creativity and Literature". Ten participants qualified in Media Arts will also be invited to take part in the "Experience Changsha Media Arts Program", 28 May -15 June 2018.

Our Office should be most grateful if you would assist us in circulating the attached Call for Applications among relevant young women and men who are actively involved in literature, creative industries as well as heritage protection and promotion. The Concept Note and draft Agenda for IYF2 are also attached. Please do not hesitate to contact me or Ms. Min Yang (mi.yang@unesco.org) for further queries.

Thank you in advance for your collaboration.



Yours truly,


Eunice Smith
Programme Specialist
Social and Human Sciences

Secretaries-General
National Commissions for UNESCO
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International Youth Forum on Creativity and Heritage along the Silk Roads 2

21-27 May 2018

I. Introduction

The *International Youth Forum on Creativity and Heritage along the Silk Roads 2* is being organized in follow-up to and building on the success of the International Youth Forum: Creativity and Heritage along the Silk Roads (IYF) which was held in Changsha and Quanzhou, 17-22 April 2017. During this first IYF, 84 international youth delegates between the ages of 18-30 from 65 countries along the Silk Roads were exposed to a range of creative and cultural heritage experiences, presentations, and engaged in discussions on how youth can become more engaged in the cultural and creative industries and in protecting and promoting our common cultural heritage. The second edition IYF2 will be held in Changsha, 21-23 May 2018, focusing on the theme of “Advancing Creativity for Development”. Participants will then move onto Nanjing, 24-27 May 2018, to participate in the “Creativity and Literature Forum”. Approximately 80 delegates are expected to participate in IYF2; 40 from Silk Roads countries in Africa, Arab States, Asia and the Pacific, and Europe, and 40 delegates from China.

II. Background

The United Nations Sustainable Development Agenda for 2030 acknowledges the key role of culture, emphasizing the function of heritage and creativity, to solve sustainable development challenges. This recognition resonates with the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage (1972), the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003) and the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005).

“Young people are the tomorrow of the motherland and the hope of the nation, who should dare to become pioneers and make the best of youth through innovation and entrepreneurship” said the Chinese President Xi Jinping. Today, more than ever, young women and men have got the creativity, the potential and the capacity to advance meaningful solutions – for themselves, for their societies, and for the rest of the world. All over the world, youth are driving social innovation, claiming respect for their cultural identity and heritage, and seeking new opportunities to learn and work together for a better future.

On one hand, young people are the most dynamic group with full imagination, innovation and creativity. More and more young women and men are participating, contributing, or leading the innovation and creativity at a local, regional or a global level. On the other hand, the future of our remaining heritage will depend largely on the decisions and actions of the

present generation of young people who will soon become the leaders and decision-makers of tomorrow. They are eager to find new ways to build commitment and strengthen action in favor of preserving tangible cultural and natural heritage – including World Heritage, and safeguarding intangible heritage. Their efforts will benefit not only the present generation but also the generations of the future.

Simultaneously, youth are not only beneficiaries but also essential actors in finding solutions. Their energy and leadership has been demonstrated across the world, and they must be fully engaged and supported in these fields.

III. Normative Instruments/ documents to which this Forum contributes:

Convention concerning the Protection of the World Cultural and Natural Heritage (1972)

Convention for the Safeguarding of the Intangible Cultural Heritage (2003)

Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)

The 2030 Agenda for Sustainable Development – Goal 11 on Sustainable Cities and Communities seeks to make cities and human settlements inclusive, safe, resilient and sustainable, with a target of strengthened efforts to protect and safeguard the world’s cultural and natural heritage (Target 11.4).

UNESCO Operational Strategy on Youth – Axis III seeks to engage young women and men engage as active citizens towards democratic consolidation, sustainable communities and peace.

IV. Objectives and Expected Outcomes

The objectives of the International Youth Forum are to give young people a chance to voice their interests and concerns on advancing creativity, heritage and literature for development, as well as to mobilize their increased involvement in the cultural and creative industries and in the protection and promotion of our common heritage.

The expected outcomes of the Forum include:

- A cadre of youth from countries along the Silk Roads equipped with skills to advance their works and ideas in the cultural and creative industries and in heritage protection and safeguarding;
- Launching of the *“Experience Changsha Media Arts Program”*

V. Participants

A total of 80 young women and men aged 18-30 from more than 60 countries along the terrestrial and maritime Silk Roads are expected to participate in the International Youth Forum. 30 delegates who are already skilled in the creative arts from Silk Roads countries in Africa, Arab States, Asia and the Pacific, and Europe, will be invited to IYF2. A further 10 international participants selected to participate in the “*Experience Changsha Media Arts Program*”, as well as 40 delegates from China will join the IYF2.

Prospective participants will be invited to apply for selection to attend the IYF via a number of different networks and channels, including those of UNESCO. Successful candidates will be selected based on objective criteria such as years of experience implementing projects in the cultural and creative industries or in heritage protection or safeguarding. In order to ensure equal representation, gender considerations will also factor into the selection process.

Senior Officials from the UNESCO Creative Cities Network and other leading figures will also be invited to deliver short and dynamic presentations on the themes of *Advancing Creativity for Development and Creativity and Literature*. Members of the China National Commission for UNESCO will participate in the IYF2 as well as staff of UNESCO based at the Beijing Office and Headquarters in Paris.

VI. Detailed Arrangements for the IYF Week

Dates and venues:

21-23 May 2018: Changsha, Hunan Province, China.

24 - 27 May 2018: Nanjing, Jiangsu Province, China

Themes:

The themes of the Forum will focus on two main areas:

- a. Advancing Creativity for Development;
- b. Creativity and Literature

Modalities:

The Forum is envisioned as a dynamic and participatory event utilizing a combination of panel discussions, parallel sessions and field visits.

Languages:

Simultaneous interpretation Chinese/English will be provided during plenary meetings and training workshops.

VII. Agenda

Monday, 21 May 2018

14:30 – 18:00 “Golden Finger Award” Demonstration & Networking

20:00 – 21:30 Opening Ceremony: Unveiling Changsha City of Media Arts logo

Tuesday, 22 May 2018

9:00 – 10:30 Advancing Creativity for Development: Expert Panel discussion

11:00 – 12:00 Experience Changsha Media Arts Program: Achievement of the Changsha Declaration

13:30 – 17:30 Field Trip P8 Sustainable Innovative Community

18:30 – 21:00 “Changsha Media Arts Night” Show and Dinner

Wednesday, 23 May 2018

9:00 – 10:00 Advancing Creativity and Promoting Heritage for Development: Youth Panel discussion

10:15 – 11:30 Parallel Sessions: Advancing Creativity for Development/Promoting Heritage for Development

11:30 – 12:30 Recommendations/ Way forward

13:30 – 14:30 Closing Ceremony: 3rd Golden Finger Award

15:00 Depart for Nanjing

Thursday, 24 May 2018

9:00 – 12:00 “Read Nanjing” Forum: Special Event, Liberal Arts College of Nanjing University

13:30 – 17:30 Field Trip: L’AvantGarde Bookstore, Sutra Woodblock Printing Centre, Nanjing Library

18:00 – 21:00 Intangible Cultural Heritage evening

Friday, 25 May 2018

9:00 – 12:00 Creative Youth Meeting and Forum Nanjing University

13:30 – 17:30 Field Trip: Nanjing Imperial Examination Museum, Suiyuan Book Design Workshop,

18:00 – 20:00 Special Event: Visit to Nanjing Massacre Museum

Saturday, 26 May 2018

9:00 – 12:00 Participation in the Opening Ceremony of the 8th World Historical & Cultural Cities Expo

13:30 – 17:30 Youth Forum Literature Session: Belt and Road International Literature Forum

Sunday, 27 May 2018

All day Departures

Monday, 28 May – Friday, 15 June, 2018

“Experience Changsha Media Arts Program”



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Call for Applications

UNESCO, in collaboration with the National Commission of People's Republic of China for UNESCO, is pleased to invite young women and men from countries along the maritime and terrestrial Silk Roads to participate in the *International Youth Forum on Creativity and Heritage along the Silk Roads 2*, to be held in Changsha and Nanjing, 21-27 May 2018.

The objectives of this International Youth Forum (a.k.a. IYF2) are to:

1. Provide a forum for young people working in creativity, literature, and heritage to voice their interests and concerns on advancing work in their field
2. Mobilize their increased engagement in literature, cultural and creative industries and in the protection and promotion of our common heritage.

We live in a fast paced and ever changing world, and youth are facing a variety of issues including concerns over employment and securing livelihood opportunities; safety and security; keeping up-to-date with rapid technological advances; as well as the impact and influences of globalization and global travel. Often times, the voice of young professionals are not heard in the debates and may not be taken into account with decisions are being made. Yet, today's young persons will be the ones who in a few years will benefit from or feel the burden of decisions taken today and in which they had no say.

Hence IYF2 is being organized to support youth experienced in literature, cultural and creative industries and in protecting and promoting heritage, as well as those in the advanced stages of their studies in these areas. This will include 10 participants selected to take part to the "*Experience Changsha Media Arts Program*", which will provide an opportunity to delve over a period of three weeks in the creative industry panorama of the vibrant city of Changsha.

If you would like to join us, are aged **18-30 years**, and come from a country in **Africa, Arab States, Asia and the Pacific, or Europe**, please see below...

International Youth Forum on Creativity and Heritage along the Silk Roads 2

Changsha and Nanjing, China, 21-27 May 2018

Application Form

<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	First Name:			
Family Name:				
Age:		Gender:		
Address:				
Telephone:		Fax:		
Email Address:				
Date of Birth:	DD/MM/YYYY	Nationality:		
Please tell us about your Education & Training in Literature, Cultural and Creative Arts, Heritage protection and preservation. Include information on Degrees, Certificates, and other Awards received.				
Please tell about your Work & Apprenticeship experience according to the <u>category</u> below. Please leave blank if you have none.				
Literature				

Creativity	
Heritage	

Experience Changsha Media Arts Program

Monday, 28 May – Friday, 15 June, 2018

The Experience Changsha Media Arts program will last for three (3) weeks, 28 May to 15 June 2018 inclusive. It is aimed at young persons' already qualified with work experience and or formal training in Media Arts. The Experience Changsha Media Arts program will provide an opportunity for skilled and trained youth to delve deeper into Media Arts and to improve their techniques and knowledge. Skilled areas relevant in this category include virtual reality, digital media, digital video, visual effects, digital music, and artificial intelligence. Selected applicants will be hosted by the Changsha Development Center of Media Arts for the duration of the Experience. Air tickets, accommodation, meals, basic health coverage, and pocket money will be provided by the Changsha Development Center of Media Arts. Participants in the Experience Changsha Media Arts Program will be required to design and work on a project in their specialized area of Media Arts which will be showcased at the end of the Experience Changsha Media Arts program. Interested applicants must:

1. Complete the Application Form above
2. Submit a copy of your University degree(s)/Technical college certificate(s) or relevant Diploma(s) for studies in the Media Arts, including your grades Transcript.
3. Submit a Letter of Recommendation on letterhead from your training college, or employer
4. Submit in writing a one (1) page proposal (360 English Words maximum) of the project you would like to design and work on during the Experience Changsha Media Arts Program.

Please complete and return this Application Form with supporting documents by midnight Beijing time on Sunday 1 April 2018 latest to apyd@unesco.org

عزيزي الأمين العام ،

الموضوع: الدورة الدورية - المنتدى الدولي للشباب حول الإبداع والتراث على طول طرق الحرير
2 ، 21-27 مايو 2018

يسعدني أن أبلغكم أن مكتب اليونسكو في بيجين واللجنة الوطنية الصينية لليونسكو بالتعاون مع البلديات الصينية في تشانغشا ونانجينغ يشتركان في تنظيم المنتدى الدولي للشباب حول الإبداع والتراث على طول طرق الحرير 2 ، 21-27 مايو 2018.

سيقدم المنتدى 80 مشاركاً من الصين وبلدان طريق الحرير في أفريقيا والدول العربية وآسيا والمحيط الهادئ وأوروبا مع فرصة لمناقشة مواضيع "النهوض بالإبداع من أجل التنمية" و "الإبداع والأدب". كما سيتم دعوة عشرة مشاركين مؤهلين في Media Arts للمشاركة في "تجربة برنامج Changsha Media Arts"، من 28 مايو إلى 15 يونيو 2018.

يجب أن نكون ممتنين للغاية إذا كنت ستساعدنا في توزيع نداء للتطبيقات المرفقة بين الشباب والشباب ذوي الصلة الذين يشاركون بنشاط في الأدب والصناعات الإبداعية وكذلك حماية التراث والترويج له. مرفق أيضا مذكرة المعلومات الأساسية ومشروع جدول أعمال المنتدى. من فضلك لا تتردد في الاتصال بي على (mi.yang@unesco.org) لمزيد من الاستفسارات.

شكرا لك على تعاونكم مقدما.

تحياتي الحارة،

مين يانغ